

ORDER



Orders
Order / Rev: 704333
Alt Order #: 06262054
Product Desc: AMERICANS FOR PROSPE
Estimate: 1157
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/03/12 / 08/06/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/G
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	39	\$114,600.00	\$97,410.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	\$114,600.00	\$97,410.00	0.00
Totals	39	\$114,600.00	\$97,410.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	39%	\$114,600.00
Market	100%	\$293,846.15

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	31%	\$91,092.31
WJW	18%	\$52,892.31
WOIO	12%	\$35,261.54
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/08/12	08/10/12	M-F 6-7a	CM	6a-7a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
Channel 3 News Today @ 6AM<6:00 AM-9:00 AM>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3			\$750.00			0.00			
E 2	WKYC	08/08/12	08/10/12	Olympics Weekday DT	CM	Olympics Weekday-	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
Olympics Weekday DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3			\$1,000.00			0.00			
E 3	WKYC	08/08/12	08/10/12	M-F 5-6p News (Olympics)	CM	M-F 5-6P	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
M-F 5-6p News (Olympics)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3			\$1,400.00			0.00			

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 Estimate: 1157
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	08/08/12	08/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-- WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		3			\$2,000.00		0.00				
E 5	WKYC	08/08/12	08/10/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-- WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		1			\$3,000.00		0.00				
E 6	WKYC	08/08/12	08/10/12	Olympics Zone Olympics Zone	CM	Olympics Zone	-- WTF--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		4			\$2,500.00		0.00				
E 7	WKYC	08/08/12	08/12/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-- WTFSS	:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTFSS		5			\$12,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/12/12-08/12/12	Olympics Closing Ceremonie:Olympics Closing			-----Su	:30		\$12,000.00		0.00	NM		
E 8	WKYC	08/08/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-- WTFSS	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTFSS		4			\$2,400.00		0.00				
E 9	WKYC	08/11/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-----S-		2			\$2,000.00		0.00				
E 10	WKYC	08/13/12	08/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		1			\$850.00		0.00				
E 11	WKYC	08/13/12	08/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2			\$375.00		0.00				
E 12	WKYC	08/13/12	08/14/12	M-F 11a-12p Today Show III	CM	11a-12p	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2			\$225.00		0.00				
E 13	WKYC	08/13/12	08/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2			\$650.00		0.00				
E 14	WKYC	08/13/12	08/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2			\$1,800.00		0.00				
E 15	WKYC	08/13/12	08/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2			\$2,800.00		0.00				
Totals													39	\$114,600.00	